

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
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COPY

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #023880	CC:	B. COOK
	MR. D. BEAUDET ASSOCIATED GROCERS	CC:	
FAX #:	(603) 669-5423		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	2	1 (ONE CTN)	60
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	2	1 (ONE CTN)	* 8202-0101
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

PRODUCT PO # G94521DBDISPLAYS / PREMIUMS PO # G94121DB

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$2,689.30	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
49	NO. OF DISPLAYS ON CUSTOMER LIST
\$112.00	PACKING PAYMENT (\$14.00 X 8 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
11	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51859 6398

WHOLESALE : 023880 ASSOCIATED GROCERS OF <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0917
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	1			90331	(617) 387-5520
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	1			90328	(617) 523-4056
112207	112227	767703	GRAY MARKET PLACE	RT 100 GRAY PLAZA	GRAY	ME	04039	1			10189	(207) 657-3346
112208	112225	100152	PLUMMER'S SUPER MKT	RR 2 BOX 38	WEST BUXTON	ME	04093	1			10046	(207) 727-3126
112204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	1			10188	(603) 383-4282
112204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	1			10125	(603) 383-9742
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	1			10062	(603) 778-1526
112208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	1			10470	(603) 859-5400
163802	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1		2438-0000		(603) 298-7923
163802	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	3		2438-0000	90562	(603) 298-6842
163802	163827	643737	FOOD STOP INC.	73 S MAIN ST	HANOVER	NH	03755	1		2438-0000	90564	(603) 643-9750
163802	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1			10240	(603) 632-4638
163803	163821	075253	T-BIRD MINI MART	1 CONCORD ST	ANTRIM	NH	03440	2		5486-0000	90627	(603) 588-6893
163803	163821	104143	CARRS STORE	RT 101 & 137	DUBLIN	NH	03444	1			90090	(603) 563-8478
163803	163821	104145	WAYNOS FOOD MART	76 MAIN ST	ANTRIM	NH	03440	1			10258	(603) 588-6363
163803	163821	104413	DELAY INC. #349	FOREST RD	GREENFIELD	NH	03047	1			10349	(603) 547-3414
163803	163824	104419	LANCOT GROCERS INC	425 S STARK HWY	WEARE	NH	03281	1			10059	(603) 529-7137
163803	163825	361212	GUILD RD CTRY FARE	GUILD ROAD	NEWPORT	NH	03773	1				(603) 863-3642
163803	163821	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	1			10194	(603) 673-9083
163804	163821	707369	T-BIRD MINI MART	ROUTE 119	HINSDALE	NH	03451	3		5486-0000	90626	CIG (603) 256-8233
163805	163820	318158	CUSTEAUS MARKET	45 DANVILLE RD	EAST HAMPSTEAD	NH	03826	1			10465	(603) 382-5478
163806	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	1			10145	(603) 622-3753
163806	163824	691347	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	03032	1			10136	(603) 483-8176
163806	163824	778464	GOLOMB'S	66 UNION ST	MANCHESTER	NH	03103	2			10036	(603) 625-8755
163807	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	1			90427	(603) 837-915
163807	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	WHITEFIELD	NH	03598	3			10057	(603) 837-2646
163807	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1			90265	(603) 523-7309
163807	163826	755134	TENNEY MT.KWIK-CHEC	494 TENNEY MOUNTA	PLYMOUTH	NH	03264	1			90513	(603) 536-3352
162301	162323	113967	KEELER BAY VARIETY	500 ROUTE 2	SOUTH HERO	VT	05486	1			10311	(802) 372-4465
163801	163827	023232	EVANSVILLE TRADING	RTE. 58	EVANSVILLE	VT	05860	4			90388	(802) 754-6305
163801	163828	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	4			90215	(802) 472-6677
163802	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1		2438-0000	90566	(802) 295-7529
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	1		5486-0000	90623	(802) 885-3386
163803	163825	031254	FOOD STOP	209 RIVER ST	SPRINGFIELD	VT	05156	1		2438-0000	90565	(802) 885-5310
163803	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1		5486-0000	90625	(802) 463-4008

PAGE BREAK TOTAL ACCOUNTS 35 TOTAL QUANTITY 49

TEMPLATE TOTAL ACCOUNTS 35 TOTAL QUANTITY 49

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

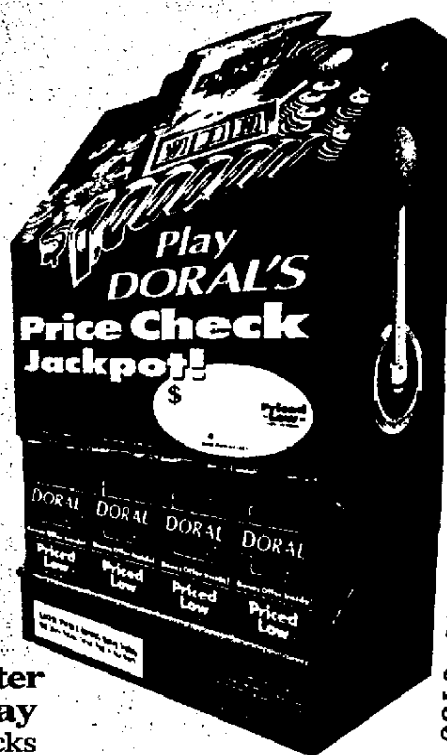
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobblers



Counter
Display
(40 packs
per display)

51859 6400

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.